It wasn’t easy.

That was the predominant opinion expressed by the 100-plus independent judges charged with sifting through the thousands of MM&M Awards entries into the short list you see here. After two rounds of scoring—including an all-day no-holds-barred klatch in late June during which categories, some with a 20-deep field, were narrowed down to a date-off the latest medical news and expert perspectives.

BEST USE OF DIRECT MARKETING
Area 23 and Mollie’s Fund for “Killer Tan”
MicroMass Communications and Gilead Sciences for Sovaldi CRM Experience
Neon and Novartis Pharmaceuticals for “PsD Much More”/The Patient Listening Project
Targetbase and GlassSmithKline for “The Us in Lupus” CRM program
W2O Group and Apollo Endosurgery for “The LMT: Banded System: It Fits” integrated campaign

BEST USE OF PUBLIC RELATIONS
AbbVie for Synthroid: “Follow the Script: Putting a 60+ Year-Old Brand in the Spotlight”
Area 23 and Mollie’s Fund for “Kill the Jitter Bug”
Biosector 2 and Sandofl Pasteur for “Videos of Menings”
MGLS Group Boston and Exact Sciences for “Launching Coleman: A Game Changer in the Fight Against Colon Cancer”
Pattie & CRT and Be the Match for “It’s on you: Inspiring the American-Continental Community to Step Up and Save Lives”

BEST BRANDED WEBSITE FOR CONSUMERS
Intouch Solutions and Galerta for restylane365.com
Klick and Astellas for Mybrinecta website rebuild
Saatchi & Saatchi Wellness and Maili: NestCard for Dogs for “Dogs in Your Face”
W2O Group and Apollo Endosurgery for “The LMT: Banded System: It Fits” integrated campaign

Wunderman Health and GSQ Consumer Healthcare North America for “A Cur For Kind or Branded Website”

BEST BRANDED WEBSITE FOR HEALTHCARE PROFESSIONALS
AbelsonTaylor and Smith & Negh for “Faster Healing with Repricine” website
CDM Princeton and MedImmune for Synagis Coordinator Corner
GEV and ASCO for “Strength in Our Numbers”
Novant and United Therapeutics for Otsentra professional website
The CementBlok and BioDeliverySciences for Bunava:

BEST DISEASE/EDUCATION CAMPAIGN
Area 23 and Mollie’s Fund for “Free Killer Tan”
Area 23 and The diaTribe Foundation for “The State of Diabetes”
Digitalis Health LifeBrands and Gilead Sciences for “Help Stop the Virus”
MMR/McCann and AstraZeneca for “Fit2Me”
Weber Shandwick and Novartis for “Living Like We”

BEST USE OF SOCIAL MEDIA
Area 23 and Mollie’s Fund for “Free Killer Tan”
Digitalis Health and EMD Serono/Pfizer for “Strength in Numbers”
DigitalisLBI and AstraZeneca for “Take It on a Fix”
IMRE and AstraZeneca for “Connecting to Patients Through a Branded Social Community”
McCann Torre Lazur for “KidneyLiving”

BEST MEDICAL DIGITAL INITIATIVE FOR CONSUMERS
AgencyRx and AstraZeneca for #bfbAware
From top: Scoring multichannel entries. 2015 Chair of Judges Ame Whitaker addressing jurors. AbelsonTaylor’s Jay Carter takes five. Artcraft’s Marc Sirockman and DMPD’s Joseph Mastracchio tune in to their work.

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Klick and Baxter Healthcare for “Best Bleeds” app update

BEST HEALTH AND WELLNESS DIGITAL INITIATIVE FOR CONSUMERS
Digilas Health and Sanofi for “Aun’ Q Clickable Video—Explore Austin-Q”

Intouch Solutions and AbbieVie for “The ICAN Program: A Conduct for Better EPI Treatment Adherence”

INVIVO Communications and Novartis for Velocip COPD patient app
MRM/McCann and AstraZeneca for “Fit2Me”
Pfizer for “Get Old by Pfizer—Fear Less. Live Longer”

BEST DIGITAL INITIATIVE FOR HEALTHCARE PROFESSIONALS
ICON Firecrest and Global Pharmaceutical Sponsors for ICON Investigator Portal
McCann Echo and Galdamera for Soientra: “Tough Topical” digital animation video
McCann Echo and Galdamera for Epigen Gel Sphere (iPad Experience

Neon and Janssen for Invokana/ Invokanet Touchscreen Convention Experience
Thread and Ormco for “Ormco Custom Product Launch—The Great Debate”

BEST APP FOR HEALTHCARE PROFESSIONALS
AgencyRx and Celnega for MyDerm Ally
Harrison and Star and Stephen C. Krieger MD for “The Topographical Model of MDS: A New Visualization of Disease Course—A Pro Bone Collaboration of Science/Maths/Technology”

Infuse Medical and Olympus Medical Group for Olympus O Checking App
McCann Echo and EMD Serono/Pfizer for Rebel Nurse Dashboard

Tipping Point Media for Virtual Surgery

BEST CONSUMER PRINT CAMPAIGN
BBD and Ganten for “Something’s Missing”
Saatchi & Saatchi Wellness and Abbott Diabetes Care for “You Can Do It”

BEST SINGLE PROFESSIONAL PRINT ADVERTISMENT
Anderson DDB and GSK for “Tattoo”

Area 23 and Insmed for “NTM添 really for you”

CDM New York and Salk Pharmaceuticals for Xifaxan 550 mg: “Lost Forever”
McCann Echo and Galdamera for Soientra: “Introducing a Tough Topical”

The CementBlok and Novartis for Blexsero: “Something’s Missing”

BEST PROFESSIONAL PRINT CAMPAIGN
Area 23 and The diaTribe Foundation for “The State of Diabetes”

CIAH and Galdamera for Restylane Silk

CDM Los Angeles and Acidia Pharmaceuticals for “Holding Back”

LLM and DePuSynth for TruMatch
McCann Echo and Galdamera for Soientra: “Introducing a Tough Topical”

BEST PROFESSIONAL SALES AID
AbelsonTaylor and Smith&Nephew for “Faster Healing with Repricine”

Concentric Health Experience and Sunovion for “Brevibloc Second Wring”

FCB Health Toronto and Janssen for Invokana: “See & Seeks”
McCann Echo and Galdamera for Soientra: “Introducing a Tough Topical”

Radix Digital Science, Bayer Healthcare and Onyx Pharmaceuticals for Nervair interactive case profile app

BEST CORPORATE MARKETING CAMPAIGN
2e Creative and Sigma-Aldrich for “Sigma-Aldrich FULL”
2e Creative and Merck Animal Health for “Merk Animal Health Perpetual Innovation”
BEST PHILANTHROPIC CAMPAIGN
Area 23 and Mollie’s Fund for “Free Killer Tan”
CDM New York and Matthew Zachary Stupid Cancer for “Get Cancer”
HCB Health and HCB Health for Father’s Day Colon Cancer awareness campaign
Saatchi & Saatchi Wellness and Coalition to Stop Gun Violence for “It’s in Our Hands”

BEST MULTICULTURAL CAMPAIGN
Chamberlain Healthcare Public Relations, Sisters Network and Eisai for “Teens 4 Pink”
GCI Health and Pfizer for “Step On Up”
McCann HumanCare and UN Every Woman Every Child UNICEF Clinton Health Access Initiative for “Zinc + ORS”
Prime Access and Novartis for Hypertension US Hispanic campaign
Prime Access and Novartis/Gilenya for “Speaking Up Speaking Out hosted by Dr. Lisa Masterson”

BEST AGENCY SELF-PROMOTION
Area 23 for “What If ”
CDMiConnect for “Patients First Report”
GSW for “The Speak People Experiment”
Guidemark Health for “Infinitely In”
The CementBloc for TheCementBloc.com

BEST TV ADVERTISING CAMPAIGN
FCB Health and Media Agency: Pathway/Client: Astellas for “Bowling Night”
Havas Worldwide Tonic and GlaxoSmithKline for BREO COPD
Olson and Baylor College of Medicine for “That’s What It Takes to Give Life to Possible”
Pfizer for “One”
W2O Group and Apollo Endosurgery for The LAP-BAND System: “It Fits” integrated campaign

BEST MULTICHOICE CAMPAIGN (SMALL BUDGET)
Area 23 and Mollie’s Fund for “Free Killer Tan”
Area 23 and Insmed for “NTM Isn’t Waiting”
Digitas Health LifeBrands and Shire for “keep momming”
Epsilon and GlaxoSmithKline Nicorette & Nicoderm CQ for “What’s Your Why?”
Neon and Novartis Pharmaceuticals for “PsO Much More/The Patient Listening Project”

BEST MULTICHOICE CAMPAIGN (MIDSIZE BUDGET)
FCB Health and AbbVie for “Closer”/Hepatitis-C awareness
JUICE Pharma Worldwide and Acorda Therapeutics for Ampyra: “The Moment of Truth”
Maricich Healthcare Communication and Edward-Einhurst Healthcare for “Healthy Driven”
PALIO and Celgene for “The Billboard Campaign”
WebMD and Eli Lilly for Forteo/multichannel campaign

BEST MULTICHOICE CAMPAIGN (LARGE BUDGET)
BBDO and Viagra for “The Woman Campaign”
FCB Health and Actavis/Ironwood for “Line Drawings”
Hill Holliday and Janssen/Johnson & Johnson for Invokana: “Love Your Numbers”
DTC
Saatchi & Saatchi Wellness and Merial: NexGard for Dogs for “Dogs in Your Face”
Wunderman Health and GSK Consumer Healthcare for “A Greater Digital Ecosystem”

BEST PRODUCT LAUNCH
CAHG and Gilead for Sovaldi: “HCV Treatment Transformed”
Hill Holliday and Janssen/Johnson & Johnson for Invokana: “Love Your Numbers”
DTC launch
McCann Echo and Galderma for Soolantra: “Introducing a Tough Topical Product Launch”
Saatchi & Saatchi Wellness and Merial: NexGard for Dogs for “Dogs in Your Face”

INDUSTRY MARKETER OF THE YEAR
Jonathan Kuhn, Acorda Therapeutics
Dustin Haines, ViIV Healthcare
Molly Painter, Baxalta
Suzanne Wilmot, Novartis

AGENCY MARKETER OF THE YEAR
Wendy Blackburn, Intouch Solutions
Matt Giegerich, Ogilvy CommonHealth Worldwide
Matt McNally, Publicis Health Media
Frank X. Powers, Dudnyk
Leerom Segal, Klick

INNOVATIVE MARKETER OF THE YEAR
David Esterly, Boston Scientific
Michael Navin, Ogilvy CommonHealth Worldwide
Jevan Woolley, Alliance Health

YOUNG MARKETER OF THE YEAR
Danielle Cascerceri, Publicis Health Media
Andrew Grojean, Intouch Solutions
Ellen Homayck, Benchworks
Megan Mancini, Alliance Health
Alison Watson, Publicis LifeBrands Evolvr

SMALL HEALTHCARE AGENCY OF THE YEAR
2e Creative
Benchworks
Natrel Communications
Sentrix Health Communications
The Navicor Group

MIDSIZE HEALTHCARE AGENCY OF THE YEAR
Area 23
Cambridge Biomarketing
Concentric Health Experience
Publicis Health Media
The CementBloc

LARGE HEALTHCARE AGENCY OF THE YEAR
FCB Health
GSW
Intouch Solutions
Klick
Ogilvy CommonHealth Worldwide